

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 3, 2009
TITLE: 232 East Olin Avenue – Street Graphics Size Variance from a Provision of UDD No. 1 for “Coliseum Bar and Banquet.” 14 th Ald. Dist. (14267)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: June 3, 2009	ID NUMBER:

Members present were: Bruce Woods, Richard Wagner, John Harrington, Richard Slayton, Jay Ferm and Todd Barnett.

SUMMARY:

At its meeting of June 3, 2009, the Urban Design Commission **REFERRED** consideration of a street graphics variance located at 232 East Olin Avenue. Appearing on behalf of the project was Jeff Solner. As an introduction to consideration of this item, staff noted that the size variance for a ground sign for the “Coliseum Bar and Banquet” is a continuation of a variance request reviewed by the Commission as part of the public hearing at its meeting of April 22, 2009. The application packet at that time noted only a request for a height variance as an exception from the provisions of Urban Design District No. 1 to allow for a ground sign of 18-foot in height. The application lacked specification on the request for a height variance, the sign as proposed also requires a size variance to provide for an increase in size from a 40 square feet allowed within UDD No. 1 versus 60 square feet as proposed. Staff noted that the previous proposal also provided for the addition of an electronic reader board which was dropped from the proposal with the prior consideration of the height variance. Solner provided details on the large ground sign. Following his presentation the Commission noted the following:

- Disinclined to allow a sign bigger than allowed by code, look at turning down landscaping to make the sign more visible.
- The sign as proposed is not an exceptional design.
- A site plan would help to see if sign fits, as well as provide a basis for determining issue with visibility, but need to see how site functions in addition to existing signage on the site.
- Need to see what design would look like if it does conform.

ACTION:

On a motion by Ferm, seconded by Barnett, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (6-0). The motion required that the applicant return with a site plan that provides for identification and location of existing and proposed signs, details on both the existing and proposed signage for reference, in addition to providing a version of the sign which complies to the 40 square feet for comparison, and also provide views from John Nolen Drive in and outward bound, as well as other views of the site.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 4 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 232 East Olin Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	5	-	-	-
	-	-	-	-	6	-	-	6
	-	-	-	-	-	-	-	4

General Comments:

- Need to see total sign package.
- Need better context. Sign visibility does need to be improved from existing, but need to make a stronger case for an exemption.